



# 2010 ENERGY STAR® PRODUCTS PARTNER MEETING

October 4-7, 2010  
Denver, CO

## Monday, October 4

### Main Hall Sessions (Lighting Only)

#### 1. Welcome and ENERGY STAR Updates

9:00 AM – 9:30 AM

This plenary session will open the 2010 ENERGY STAR Products Partner Meeting. The presentation will cover the national ENERGY STAR program update, summarize key milestones for enhanced testing and verification, and touch on other EPA priorities for the coming year. Isabelle Guimont of Natural Resources Canada's Office of Energy Efficiency will speak about Canada's commitment to the ENERGY STAR program and its activities as a preeminent player on the energy efficiency scene.

Speakers: Peter Banwell, EPA  
Isabelle Guimont, Office of Energy Efficiency, Natural Resources Canada

#### 2. ENERGY STAR Lighting Specification Updates

9:30 AM – 10:30 AM

This plenary session will review efforts to integrate existing ENERGY STAR specifications, streamlining the program while strengthening performance requirements. Updates will be provided on development of the technology-neutral Luminaires and Lamps specifications, ceiling and ventilation fan light kit process changes, and the potential for an ENERGY STAR lighting controls specification. Implementation of product certification requirements will be reviewed, with an explanation of how laboratories and certification bodies are achieving EPA recognition to perform work for the ENERGY STAR program.

Speaker: Alex Baker, EPA

#### 3. Regional Efficiency Program Market Status Updates

11:00 AM – 12:30 PM

Representatives of the North American regional energy efficiency organizations will provide attendees with a high level overview of market penetration for efficient consumer lighting products and ENERGY STAR recognition in each region. Attendees will develop a sense of each region's program design trends, best practices in program design, and the role of the regional organization in tracking and/or managing regional lighting programs for their member organizations.

Moderator: Eileen Eaton, Consortium for Energy Efficiency  
Speakers: Linda Malik, Northeast Energy Efficiency Partnerships  
Ben Taube, Southeast Energy Efficiency Alliance  
Chad Bulman, Midwest Energy Efficiency Alliance  
Howard Geller, Southwest Energy Efficiency Project  
Alexis Allan, Northwest Energy Efficiency Alliance  
Richard Greenburg, Southern California Edison  
Isabelle Guimont, Natural Resources Canada

#### 4. The Latest CFL Market Study and Lighting Portfolio Planning for Efficiency Programs (Introductory Session)

1:30 PM – 2:15 PM

What is the latest market assessment of CFLs nationally? How will shifting markets of LEDs, CFLs and Incandescents come together or drift apart over time? Where are the opportunities and what are the considerations for program managers and planners?

Speakers: Peter Banwell, EPA  
Taylor Jantz-Sell, D&R International, on behalf of EPA

Appliances

Electronics

Lighting

Water Heaters



# 2010 ENERGY STAR® PRODUCTS PARTNER MEETING

## 5. Lighting Manufacturer Marketing Summits

2:30 PM - 6:20 PM

Lighting Manufacturer Marketing Summits are formal, facilitated sessions for individual lighting manufacturers to present current and future ENERGY STAR qualified products, promotional goals and objectives, and ways in which they would like to move forward in partnership with energy efficiency program sponsors and retailers. Please note that while energy efficiency program sponsors are invited to attend, others, including retailers, must be individually invited by each manufacturer.

## Monday, October 4

### Lighting Track

#### 1. Outdoor Area Lighting

2:30 PM – 3:30 PM

Panel Presentation: Come learn how LEDs are being successfully used in outdoor lighting applications, how technology neutral test procedures are being developed and how controls are being used to cut energy use in half while increasing security.

Speakers: Mark McClear, Cree Inc.  
Dr. Kosta Papamichael, California Lighting Technology Center  
Yaser Abdelsamed, Acuity Brands Lighting

#### 2. Lighting Portfolio Planning for Efficiency Programs

3:30 PM – 4:30 PM

**(Advanced Session, follows 1:30 PM Introductory Session)**

This session will build on the content from 1:30 p.m. on Monday to more fully explore the program planning consequences of: Changing CFL market share, federal efficiency regulations for incandescent bulbs and impacts on savings baselines, and emerging efficient incandescent technologies. During the session we will also examine consumer education needs surrounding these new technologies, and take an in depth look at cost effectiveness and how a portfolio approach can be tailored by region, depending on a number of factors.

Speaker: Chris Calwell, ECOS Consulting on behalf of EPA

## Tuesday, October 5

### Main Hall Sessions (All Partners)

#### 1. Welcome to Denver & Guest Presentation: *What Are They Thinking? Effectively Marketing Energy Efficiency by Understanding the Consumer Mindset*

8:00 AM – 9:25 AM

Deb Sundin, Director of Energy Efficiency Marketing at Xcel Energy, will welcome meeting participants to Denver. She will be followed by guest speaker, Suzanne Shelton: *Three-quarters of the American population says energy conservation is important...but less than a quarter have undertaken energy-efficient home renovations. Why? What's in their way? How can you bridge that gap between importance and action?* Suzanne Shelton, President and CEO of Shelton Group, will share insights from the firm's four annual, national studies, as well as examples of advertising and marketing efforts that get it right.

Speakers: Hewan Tomlinson, EPA  
Deb Sundin, Director of DSM and Renewable Strategy and Planning, Xcel Energy  
Suzanne Shelton, Shelton Group

#### 2. Retailer Promotions and Partnerships Sessions

9:30 AM – 4:00 PM

The Retailer Promotions and Partnerships Sessions are a forum for the host retailer to present its ENERGY STAR plans for 2011 to all energy efficiency program sponsors and invited manufacturers at one time. The purpose of the sessions will be for each retailer to speak to their current and future ENERGY STAR program goals and objectives, and to articulate ways in which they would like to move forward with program sponsors and manufacturers in partnership.

Appliances

Electronics

Lighting

Water Heaters



**Tuesday, October 5**

## **Lighting Track**

**1. Lighting Technology Updates: Next Generation CFLs, Metal Halide, and Advanced (2X) Incandescents**

**9:30 AM – 10:30 AM**

The race is on for non-LED light sources to increase performance. Panel discussion on latest technologies in CFL, Metal Halide and Advanced Incandescent. Learn from experts what to expect in terms of new energy saving products, and when they will be on the market.

Speakers: Jim Crowcroft, Technical Consumer Products  
Jay Busch, OSRAM SYLVANIA  
Steve Stockdale, Advanced Lighting Technologies

**2. Solid State Lighting Technology Updates**

**10:30 AM – 11:30 AM**

Right along with consumer and utility interest, solid state lighting technology advances show no sign of slowing down, as presentations from these panelists will demonstrate. Attendees will learn about state-of-the-art LED chips, packages, modules and light engines, developing an understanding of why the timing is right for proliferation of solid state lighting including, in some applications, the rapid displacement of existing technologies. The technical complexities of integrating LEDs and driver components into traditional and novel luminaire forms will be examined, along with the compounding challenges facing manufacturers currently working through global supply shortages. Recognizing that phosphor performance is a large part of the consumer experience with solid state lighting, the virtues of alternate approaches to phosphor conversion will be explored.

Moderator: Alex Baker, EPA  
Speakers: Chris James, Cree, Inc.  
Jonathan Melman, Ph.D., Intematix Corporation  
Chris Primous, Permlight Products, Inc.

**3. ENERGY STAR SSL 101 for Manufacturers**

**1:15 PM – 2:15 PM**

ENERGY STAR manufacturing partners - or curious retailers or efficiency program sponsors - are encouraged to attend this session to learn the qualification processes for luminaires and lamps under the existing Solid State Lighting Luminaires (v1.1) and Integral LED Lamps specifications (v1.1). The session will include an overview of performance requirements for each specification, testing and reporting requirements, and upcoming third-party certification requirements. The session will conclude with an overview of verification testing requirements, and a question and answer session.

Speaker: Taylor Jantz-Sell, D&R International, on behalf of EPA

**4. ENERGY STAR Lighting in Multi-Family Facilities**

**2:15 PM – 3:15 PM**

Across North America, energy efficiency program sponsors offer incentives directed at improving energy efficiency in multi-family housing developments. This session will explore opportunities for increasing the penetration of ENERGY STAR qualified lighting products in these facilities, including low-income and military housing, and opportunities in analogous facilities in hospitality and healthcare. Barriers and opportunities will be explored, using actual program success stories to demonstrate how programs capture demonstrable savings by promoting ENERGY STAR lighting products in these sectors. Lighting manufacturing partners are encouraged to attend to better understand this sector and identify potential new business opportunities.

Speaker: Jeffrey Schwartz, ICF International



# 2010 ENERGY STAR® PRODUCTS PARTNER MEETING

**Tuesday, October 5 – Thursday, October 7**

## ***Campaigns & Communications Track***

### **1. Co-Branding with ENERGY STAR**

**See main agenda for time offered each day**

This session is designed to help partners understand the many ways they can leverage ENERGY STAR to communicate their corporate commitment to the environment through energy efficiency. Discussion topics will include how to best promote specific programs and campaigns, signal partner organization's commitment to employees and customers, and connect with EPA's national campaigns. This session will also cover the basics of proper logo use, common pitfalls to avoid, and showcase examples of how different partners have folded the ENERGY STAR brand into their own programs.

Speaker: Melissa Klein, EPA

### **2. Leveraging EPA's Change the World, Start with ENERGY STAR Campaign: How to Get Involved to Educate Your Consumers**

**See main agenda for time offered each day**

EPA's Change the World, Start with ENERGY STAR campaign reaches millions of people nationwide, from youth to adults, through media, events, activities, and more. Discussion topics will include EPA's ready-made opportunities to help partners leverage the campaign's dynamic resources designed to help consumers save energy, as well as highlight your organization. Ways that partner organizations have been involved with the campaign and lessons learned will also be featured via interactive dialogue.

Speaker: Melissa Klein, EPA

### **3. Changing the World, Together: Effective Ways to Partner on Achieving Behavioral Change**

**See main agenda for time offered each day**

EPA's strategies for changing behaviors related to energy use at home continue to evolve. The session will include a facilitated discussion on how EPA can effectively evolve/modify the Change the World, Start with ENERGY STAR campaign and other marketing efforts to better align with stakeholder objectives.

Speaker: Julie Colehour, Colehour+Cohen

### **4. IT Energy Saving Opportunities for Your Organization**

**See main agenda for time offered each day**

The objective of this presentation is to provide a non-technical audience with explanations of the biggest energy efficiency opportunities in IT—and how you can pursue them in your own organization. If you've ever wondered what, exactly, server virtualization means, or how much energy computer sleep settings can save, or how energy efficient your data center is, this session is for you. We will provide a layman's description of major IT energy efficiency opportunities, put them into perspective by examining the cost vs. energy savings potential of various initiatives, and describe the resources available to you from EPA ENERGY STAR Green IT efforts, such as:

- Free network tools that allow organizations to activate sleep settings on computers organization-wide quickly and easily;
- Tools that allow you to compare between your data center's energy efficiency to similar data centers nationwide;
- Tips for making your data center more efficient;
- Updates on the latest Green IT products to earn the ENERGY STAR label.

Speaker: ENERGY STAR Program Representative

Appliances

Electronics

Lighting

Water Heaters



# 2010 ENERGY STAR® PRODUCTS PARTNER MEETING

**Wednesday, October 6**

## **Main Hall Sessions (All Partners)**

- 1. ENERGY STAR Plenary: Status of the Program and Look to the Future: Testing & Verification, Top Tier, Campaigns, New Homes, and More** **8:30 AM – 9:45 AM**  
This plenary session will have something for every partner and is designed to help organizations plan for 2011 and maximize their opportunities to leverage ENERGY STAR. Presenters will provide a national ENERGY STAR program update; summarize key milestones for enhanced testing and verification, and share updates on the National Campaign, ENERGY STAR Top Tier, and the ENERGY STAR New Homes Version 3 specification.  
  
Speakers: Peter Banwell, EPA  
Richard Karney, DOE  
Sam Rashkin, EPA  
Jill Vohr, EPA
- 2. Appliance Manufacturer Marketing Summits** **11:00 AM – 4:00 PM**  
The appliance manufacturer marketing summits provide an opportunity for utilities and other energy efficiency program sponsor to learn about ENERGY STAR qualified appliance plans and promotions offered by manufacturer partners in the coming year. Come prepared to discuss opportunities for collaboration. Open to utilities and energy efficiency program sponsors, others by invitation.

**Wednesday, October 6**

## **Appliances and Water Heaters Track**

- 1. ENERGY STAR Update on Appliances & Water Heaters** **10:00 AM – 10:30 AM**  
This welcoming session will provide an overview of the appliances and water heaters track, along with a preview of ENERGY STAR plans for the year ahead. Come for tips on how to make the most of the meeting and learn about what's to come in 2011: new products being scoped, specification revisions, new sales and marketing initiatives, and more.  
  
Speakers: Kristen Taddonio, EPA  
Steve Ryan, EPA
- 2. Recycling with RAD: The EPA's Responsible Appliance Disposal program** **11:00 AM – 11:30 AM/2:00 PM – 2:30 PM (Repeat)**  
The EPA's RAD program offers businesses and organizations the opportunity to earn recognition while demonstrating their commitment to the environment by responsibly recycling old appliances. Come and learn what's involved and how your organization can participate.  
  
Speaker: Evelyn Swain, Manager, RAD Program, EPA
- 3. Appliances: Marketing and Rebate Opportunities** **1:00 PM – 1:30 PM**  
Come and learn about appliance marketing and rebate opportunities in 2011 and beyond. Topics discussed will include:
  - Taking advantage of continuing ARRA-related opportunities as states add additional funding
  - Maximizing the impact of utility rebates, and
  - Leveraging ENERGY STAR resources such as the database for incentives and joint marketing exchange (DIME)  
Speaker: Kristen Taddonio, EPA

Appliances

Electronics

Lighting

Water Heaters





# 2010 ENERGY STAR® PRODUCTS PARTNER MEETING

## 4. Appliances: Applying for Partner of the Year (for Manufacturers)

1:30 PM – 2:00 PM

Considering applying for ENERGY STAR Appliance Manufacturer Partner of the Year? Learn about the application process and the benefits of award winner recognition. Partners who have not applied for an award in the past are particularly encouraged to attend.

Speaker: Kristen Taddonio, EPA

## 5. Connecting the Dots: Supply Chain Integration

2:00 PM – 3:00 PM

In a true collaboration of minds, this round table discussion will address the barriers to mid stream (i.e. plumbers or distributors) participation and adoption of ENERGY STAR qualified water heaters. Through a greater understanding of adoption resistance, participant discussion will focus on possible solutions to overcome those barriers. Panel members will also discuss how training materials, marketing tools and knowledge sharing may be beneficial to supporting plumber adoption of ENERGY STAR qualified units.

Moderator: Steve Ryan, EPA

Speakers: Michael C. Parker, VP Marketing & Strategic Planning, A. O. Smith  
Chuck Rhode, Wholesale Marketing Manager, Rheem Manufacturing  
Steve Lehtonen, Green Plumbers USA

## 6. Appliances: Recap of 2010 Rebate Success: New Opportunities and Lessons Learned

3:30 PM – 4:15 PM

This session will recap the successful 2010 Appliance Rebate Program, examine lessons learned, and discuss continuing opportunities.

Speaker: Richard Karney, DOE

## 7. Consumer is Key: Increasing Awareness

3:30 PM – 4:30 PM

When it comes to increased market share, it turns out that what you don't know can hurt you. In this panel discussion, panel members invite participants to engage in a thought-provoking brainstorming session in efforts to identify key barriers to increase market share. Consumers seeking ENERGY STAR qualified products may simply be lacking knowledge access to the proper resource outlets. Join forces in taking the next steps to providing the consumer education and outreach needed to drive our market forward.

Moderator: Dave Beavers, The Cadmus Group

Speakers: Keith Burkhardt –Marketing Manager, Water Heaters - GE Consumer & Industrial  
Rick Miller, Retail Marketing Manager, Rheem Manufacturing  
Natalie Vega, PPL Electric Utilities  
Harvey Bringas, Southern California Gas Company

## 8. Appliances Testing and Verification

4:30 PM – 5:00 PM

This session will cover the new testing and verification requirements as they apply to appliances.

Speaker: Katharine Kaplan, EPA



# 2010 ENERGY STAR® PRODUCTS PARTNER MEETING

**Wednesday, October 6**

## **Electronics Track**

**1. ENERGY STAR Electronics Update: Specifications, Testing, and Verification**

**10:30 AM – 11:00 AM**

The objective of this session is to provide updates on the current state of ENERGY STAR Consumer Electronics and IT product programs. EPA will outline current specification development initiatives, recent program sunset proposals, and specification updates to support enhanced verification and testing program changes.

Speaker: Katharine Kaplan, EPA

**2. Energy Efficiency Programs: A Bird's Eye View on Planning (Panel 1 of 4)**

**2:00 PM – 3:00 PM**

This session will be the first of a four panel series providing perspectives from different ENERGY STAR stakeholder groups, to advance a stronger collective understanding of the major drivers/factors that intersect as partners seek to develop joint, leveraged efforts to promote ENERGY STAR qualified consumer electronics. It will frame the series of sessions and introduce new and existing partners to the energy efficiency program planning process at a high-level. After an update on the electronics manufacturing industry, the session will provide a perspective on the drivers that influence commissions/organizations that oversee/approve utility programs.

Moderator: Ed Schmidt, Northeast Energy Efficiency Partnerships (NEEP)

Speakers: Bill Belt, Consumer Electronics Association  
Chris Granda, Grasteu Associates

**3. Energy Efficiency Programs: From Inspiration to Implementation (Panel 2 of 4)**

**3:30 PM – 5:00 PM**

This is the second session in a four panel series providing perspectives from different ENERGY STAR stakeholder groups, to advance a stronger collective understanding of the major drivers/factors that intersect as partners seek to develop joint, leveraged efforts to promote ENERGY STAR qualified consumer electronics. This panel looks at different efficiency program planning processes encountered in the US today, so that those planning ENERGY STAR electronics programs and those seeking to partner with them both better understand the language and constraints of efficiency programs. Retailers and manufacturers will gain insights on the constraints that institutional timelines and regulatory frameworks place on programs; how partnerships with efficiency programs can benefit their industry partners; and for efficiency program sponsors in particular, what approaches are meeting with success at this time.

Moderator: Seth Wylie, Consortium for Energy Efficiency (CEE)

Speakers: Sarah Bresko, Pacific Gas and Electric Company (PG&E)  
Mardi Cino, Northwest Energy Efficiency Alliance (NEEA)  
Joe Pater, Wisconsin Energy Conservation Corporation  
Kim Sherman, Xcel Energy

**Thursday, October 7**

## **Appliances and Water Heaters Track**

**1. Water Heater Manufacturer Marketing Summits**

**8:30 AM – 12:30 PM**

The water heater manufacturer marketing summits provide an opportunity for utilities and other energy efficiency program sponsor to learn about ENERGY STAR qualified water heater plans and promotions offered by manufacturer partners in the coming year. Come prepared to discuss opportunities for collaboration. Open to Utility/EEPS Partners, others by invitation.

Appliances

Electronics

Lighting

Water Heaters



# 2010 ENERGY STAR® PRODUCTS PARTNER MEETING

## 2. Welcome and ENERGY STAR Specification Updates

8:30 AM – 10:30 AM

This session will provide an overview of planned and pending specification updates for ENERGY STAR qualified appliances, including room air conditioners, dishwashers, clothes washers, and refrigerator-freezers.

Speakers: Kristen Taddonio, EPA  
Amanda Stevens, EPA  
Ryan Fogle, D&R International, on behalf of EPA

## 3. Appliances: Focus on Laundry: Residential Clothes Dryers

11:00 AM – 11:30 AM

EPA, through ENERGY STAR, continually searches for new opportunities to promote efficient cost-effective products. Recent advances in test procedures and technologies have opened the possibility for additional energy savings from residential clothes dryers. Featuring a guest presentation by Chris Granda and Chris Badger, co-chairs of the Super Efficient Dryer Initiative.

Speakers: Chris Granda, Grasteu Associates  
Chris Badger, Vermont Energy Investment Corporation

## 4. Appliances: On the Horizon: New Opportunities for Appliance Energy Savings

11:30 AM – 12:30 PM

Panel Discussion: Appliances are increasingly incorporating intelligent sensors, controls, and electronics that enable them to respond to consumer usage habits and price signals to maximize energy savings. What savings opportunities exist, and what challenges remain?

Speakers: Kevin Messner, Vice President, Association of Home Appliance Manufacturers  
Karen George, Technical Lead, Residential Appliances, Electric Power Research Institute  
Bruce Nordman, Researcher, Lawrence Berkeley National Laboratory

## 5. Super Efficient Dryer Initiative

1:30 PM – 2:30 PM

*By invitation.* This session will provide a forum to continue a dialogue among industry and energy efficiency program administrators about the best strategy for promoting high efficiency clothes dryers. The session goal will be to come away with some ideas on how to move efforts forward in the coming year.

Speakers: Chris Granda, Grasteu Associates  
Chris Badger, Vermont Energy Investment Corporation

## Thursday, October 7 Electronics Track

### 1. Perspectives from Industry on Efficiency Program Design (Panel 3 of 4)

8:30 AM – 9:30 AM

This is the third session in a four panel series providing perspectives from different ENERGY STAR stakeholder groups. The purpose of this panel is to facilitate a conversation with several leading ENERGY STAR retail partners to discuss successful program strategies from their unique perspectives. Attendees will gain a stronger understanding of the major factors that intersect as partners seek to develop joint, integrated promotions for ENERGY STAR qualified consumer electronics. The retail panelists will share high-level principles and perspectives on business drivers and challenges that motivate them; how their individual corporate strategies have been strengthened by their integration of ENERGY STAR products and promotions within their sustainability programs; and what types of utility engagements and programs deliver energy savings most effectively for the long-term.

Moderator: Jamie Peters, Midwest Energy Efficiency Alliance (MEEA)  
Speakers: Kevin Brown, VP and Chief Marketing Officer, Appliances, Sears Holdings Corporation  
Thad Carlson, Sr. Manager, Environmental Sustainability, Best Buy  
Diane Lindsley, Corporate Merchandising Utility Programs, Walmart  
Richard Weinberg, VP Merchandising – Appliances, Nationwide Marketing Group  
Jason Warner, Consumer Marketing, Lowe's Companies, Inc.

Appliances

Electronics

Lighting

Water Heaters





# 2010 ENERGY STAR® PRODUCTS PARTNER MEETING

## 2. Moderator Panel: Coming to a Close (Panel 4 of 4)

9:30 AM – 10:00 AM

This session wraps up the four panel series designed to advance a stronger collective understanding of the major drivers/factors that intersect as partners seek to develop joint, leveraged efforts to promote ENERGY STAR qualified consumer electronics. The moderators will discuss themes and opportunities for collaboration in promoting ENERGY STAR consumer electronics and other products.

Moderator: Chris Granda, Grasteu Associates

Speakers: Ed Schmidt, Northeast Energy Efficiency Partnerships (NEEP)

Seth Wylie, Consortium for Energy Efficiency (CEE)

Jamie Peters, Midwest Energy Efficiency Alliance (MEEA)

## 3. On the Horizon: New Approaches for Managing Miscellaneous and Electronics Energy Use

10:00 AM – 11:00 AM

A forward looking session designed to provide efficiency programs and other interested partners with an opportunity to discuss the near- and longer-term savings opportunities related to increasing the energy efficiency of miscellaneous products and other electronics in buildings. After a discussion of near-term savings opportunities offered by technologies currently available, the panelists will turn to the longer term and discuss the future of controls, metering, and other advanced technologies. The group will address the opportunities and challenges related to the evolution of these technologies, as well as consumer behavior, and the impacts of these factors on potential energy savings.

Moderator: Marianne Graham, ICF International

Speakers: Scott Pigg, Energy Center of Wisconsin

Bruce Nordman, Lawrence Berkeley National Laboratory

Katharine Kaplan, EPA

## 4. Set-top Box Technology Update, Market Barriers to Efficiency Programs and Look to the Future

11:00 AM – 12:00 PM

The objective of this session is to provide set-top box market characteristics, technologies, energy efficiency policy measures, market barriers and efficiency program design discussions. This session will summarize preliminary findings from NRDC's 2010 study of set-top boxes, Canadian utility program design and regulatory efforts, Europe's voluntary agreement, New Jersey's incentive program, and efforts to finalize ENERGY STAR Version 3.0 requirements for STB manufacturers and service providers. It will explain current energy consumption trends and highlight best-in-class technologies in Europe. The session will include a manufacturer's view of the market and where it is heading, as well as a look at more efficiency technologies that are available today.

Moderator: Peter Banwell, EPA

Speakers: Gregg Hardy, ECOS Consulting, representing EPA

Steve Dulac, DIRECTV